

ORDER

KSNV

Orders

Order / Rev: 104301
 Alt Order #:
 Product Desc: General Election
 Estimate:
 Flight Dates: 08/27/12 - 11/04/12
 Original Date / Rev: 07/16/12 / 10/02/12
 Order Type: GENERAL

Primary AE: Kevin Goodell
 Sales Office: VEGS
 Sales Region: Local

Agency

Name: Denny Weddle & Associates
 Buying Contact:
 Billing Contact:
750 Tam O Shanter
Las Vegas, NV 89109

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Committee to Re-Elect Judge Bill Jam
 Demographic: A25-54
 Product Codes: PLC26
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	28	\$8,335.00	\$7,084.75
10/01/12	10/28/12	11	\$3,725.00	\$3,166.25
10/29/12	11/03/12	7	\$2,500.00	\$2,125.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	28	\$8,335.00	\$7,084.75	0.00
October 2012	11	\$3,725.00	\$3,166.25	0.00
November 2012	7	\$2,500.00	\$2,125.00	0.00
Totals	46	\$14,560.00	\$12,376.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Goodell	VEGS	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	09/17/12	09/30/12	M-F 5-6a WakeUp w/WaGM M-F 5-6a WakeUp w/Wagners		5-6a	MTWTF--	:30	2	\$185.00	2	0.00	NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					1	\$185.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--					1	\$185.00		0.00			
N 2	KSNV	10/22/12	11/04/12	M-F 5-6a WakeUp w/WaGM M-F 5-6a WakeUp w/Wagners		5-6a	MTWTF--	:30	2	\$300.00	2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$300.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					2	\$300.00		0.00			
N 3	KSNV	09/17/12	09/30/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	1	\$550.00	2	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--					2	\$550.00		0.00			
		Week: 09/24/12	09/30/12	MTWTF--					1	\$550.00		0.00			
N 4	KSNV	10/22/12	11/04/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	1	\$600.00	2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$600.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$600.00		0.00			
N 5	KSNV	09/17/12	09/30/12	M-F Today Show III 4th BM Today 4th Hour		10am-11am	-----	:30	0	\$200.00	2	0.00	NM	3	\$600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KSNV	09/17/12	09/30/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	-----	:30	0	\$200.00	2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	MTWTF--		2		\$200.00		0.00					
		Week: 09/24/12	09/30/12	MTWTF--		2		\$200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KSNV	09/24/12-09/30/12	M-F Today Show III 4th Hr	10am-11am		MTWThF----		:30		(\$200.00)		0.00	NM		
		Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
N 6	KSNV	09/17/12	09/30/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	1	\$200.00	2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	MTWTF--		2		\$200.00		0.00					
		Week: 09/24/12	09/30/12	MTWTF--		1		\$200.00		0.00					
N 7	KSNV	10/22/12	10/28/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	1	\$225.00	2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	MTWTF--		1		\$225.00		0.00					
N 8	KSNV	09/17/12	11/04/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	1	\$275.00	2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	MTWTF--		1		\$275.00		0.00					
		Week: 09/24/12	09/30/12	MTWTF--		2		\$275.00		0.00					
		Week: 10/01/12	10/07/12	-----		0		\$0.00		0.00					
		Week: 10/08/12	10/14/12	-----		0		\$0.00		0.00					
		Week: 10/15/12	10/21/12	-----		0		\$0.00		0.00					
		Week: 10/22/12	10/28/12	MTWTF--		1		\$275.00		0.00					
		Week: 10/29/12	11/04/12	MTWTF--		1		\$275.00		0.00					
N 9	KSNV	09/17/12	09/30/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	-----	:30	0	\$350.00	2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	MTWTF--		2		\$350.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	09/17/12-09/23/12	News 3 at 4 (1/2 hr)	4-430p		MTWThF----		:30		(\$350.00)		0.00	NM		
		See MG 9.5,9.6,9.7,9.8 [INCORRECT INVENTORY CODE; as of 7/30, 4pm news is one hour]													
3	KSNV	09/17/12-09/23/12	News 3 at 4 (1/2 hr)	4-430p		MTWThF----		:30		(\$350.00)		0.00	NM		
		See MG 9.5,9.6,9.7,9.8 [INCORRECT INVENTORY CODE; as of 7/30, 4pm news is one hour]													
5	KSNV	08/29/12-08/29/12	NEWS 3 at 4 (1 HOUR)	4-5pm		--W-----		:30		(\$350.00)		0.00	NM		
		See MG 9.10 [Inventory Code Correction]													
6	KSNV	09/18/12-09/18/12	NEWS 3 at 4 (1 HOUR)	4-5pm		(4:00 PM-4:30 P--T-----		:30		\$350.00		0.00	NM		
		MG for 9.1,9.4,9.3,9.2 [Inventory Code Correction]													
7	KSNV	09/21/12-09/21/12	NEWS 3 at 4 (1 HOUR)	4-5pm		(4:00 PM-4:30 P-----F----		:30		\$350.00		0.00	NM		
		MG for 9.1,9.4,9.3,9.2 [Inventory Code Correction]													
10	KSNV	09/17/12-09/21/12	NEWS 3 at 4 (1 HOUR)	4-5pm		(4:00 PM-4:30 PMTWThF----		:30		\$350.00		0.00	NM		
		MG for 9.5 08/29													
		Week: 09/24/12	09/30/12	MTWTF--		2		\$350.00		0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	KSNV	09/17/12	09/30/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	-----	:30	0	\$350.002		0.00	NM	5	\$1,750.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 MTWTF-- 2 \$350.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 4 KSNV 09/24/12-09/30/12 News 3 at 4 (1/2 hr) 4-430p MTWThF---- :30 (\$350.00) 0.00 NM See MG 9.5,9.6,9.7,9.8 [INCORRECT INVENTORY CODE; as of 7/30, 4pm news is one hour]															
8	KSNV	09/27/12-09/27/12	NEWS 3 at 4 (1 HOUR)	4-5pm		(4:00 PM-4:30 P---Th-----		:30		\$350.00		0.00	NM		
MG for 9.1,9.4,9.3,9.2 [Inventory Code Correction]															
9	KSNV	09/24/12-09/30/12	News 3 at 4 (1/2 hr)	4-430p		MTWThF----		:30		(\$350.00)		0.00	NM		
See MG 9.11 [INCORRECT INVENTORY CODE] INCORRECT INVENTORY CODE															
11	KSNV	09/26/12-09/26/12	NEWS 3 at 4 (1 HOUR)	4-5pm		(4:00 PM-4:30 P--W-----		:30		\$350.00		0.00	NM		
MG for 9.9 09/26															
N 10	KSNV	10/22/12	11/04/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	MTWTF--	:30	1	\$450.002		0.00	NM	2	\$900.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 MTWTF-- 1 \$450.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 KSNV 10/22/12-10/28/12 News 3 at 4 (1/2 hr) 4-430p MTWThF---- :30 (\$450.00) 0.00 NM See MG 10.3,10.4 [PGM CHG = 4PM NEWS 1 HOUR]															
3	KSNV	10/23/12-10/23/12	NEWS 3 at 4 (1 HOUR)	4-5pm		-T-----		:30		\$450.00		0.00	NM		
MG for 10.2,10.1 [mg]															
Week: 10/29/12 11/04/12 MTWTF-- 1 \$450.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 2 KSNV 10/29/12-11/04/12 News 3 at 4 (1/2 hr) 4-430p MTWThF---- :30 (\$450.00) 0.00 NM See MG 10.3,10.4 [PGM CHG = 4PM NEWS 1 HOUR]															
4	KSNV	10/31/12-10/31/12	NEWS 3 at 4 (1 HOUR)	4-5pm		---W-----		:30		\$450.00		0.00	NM		
MG for 10.2,10.1 [mg]															
N 11	KSNV	09/17/12	09/30/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	MTWTF--	:30	1	\$400.002		0.00	NM	3	\$1,200.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 MTWTF-- 2 \$400.00 0.00 Week: 09/24/12 09/30/12 MTWTF-- 1 \$400.00 0.00															
N 12	KSNV	10/22/12	10/28/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	MTWTF--	:30	1	\$450.002		0.00	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 MTWTF-- 1 \$450.00 0.00															
N 13	KSNV	09/17/12	09/30/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	1	\$250.002		0.00	NM	3	\$750.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 MTWTF-- 1 \$250.00 0.00 Week: 09/24/12 09/30/12 MTWTF-- 2 \$250.00 0.00															
N 14	KSNV	10/22/12	11/04/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	1	\$275.002		0.00	NM	2	\$550.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 MTWTF-- 1 \$275.00 0.00 Week: 10/29/12 11/04/12 MTWTF-- 1 \$275.00 0.00															
N 15	KSNV	09/17/12	09/23/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	1	\$40.003		0.00	NM	1	\$40.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 MTWTF-- 1 \$40.00 0.00															
N 16	KSNV	09/17/12	09/30/12	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	-----	:30	0	\$275.002		0.00	NM	4	\$1,100.00

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N16	KSNV	09/17/12	09/30/12	News 3 Today - SATURDAY News 3 Today - SAT	DM	9am-930am	-----	:30	0	\$275.00	2	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		2				\$275.00		0.00			
		Week: 09/24/12	09/30/12	-----S-		2				\$275.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KSNV	09/24/12-09/30/12		News 3 Today - SATURDAY		9am-930am		-----Sa--	:30	(\$275.00)		0.00	NM		
		See MG 16.5, 16.6 [PGM CHG = GOLF]													
4	KSNV	09/24/12-09/30/12		News 3 Today - SATURDAY		9am-930am		-----Sa--	:30	(\$275.00)		0.00	NM		
		See MG 16.5, 16.6 [PGM CHG = GOLF]													
5	KSNV	10/06/12-10/06/12		News 3 Today - SATURDAY		9am-930am		-----Sa--	:30	\$275.00		0.00	NM		
		Ⓜ MG for 16.4, 16.3 [rate not on rate card]													
6	KSNV	10/06/12-10/06/12		News 3 Today - SATURDAY		9am-930am		-----Sa--	:30	\$275.00		0.00	NM		
		Ⓜ MG for 16.4, 16.3 [rate not on rate card]													
N17	KSNV	10/22/12	11/04/12	News 3 Today - SATURDAY News 3 Today - SAT	DM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$300.00		0.00			
		Week: 10/29/12	11/04/12	-----S-		1				\$300.00		0.00			
													Totals	46	\$14,560.00